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March 9, 2009

Ms. Marlene H. Dortch Secretary Federal Communications Commission 445 12th Street SW Washington, DC 20554

Re: Petitions for Declaratory Ruling Regarding Public, Educational and

Governmental Access Channels, MB Docket No. 09-13, CSR-8126 (ACM *et al.*), CRS-8127 (City of Lansing, MI), and CSR-8128 (City of Dearborn, MI *et al.*)

Dear Ms. Dortch:

Montgomery Community Television (MCT) is the nonprofit organization the provides public access services to Montgomery County, Maryland. MCT strongly urges the Commission to grant all three of the above-captioned petitions concerning public, educational and governmental ("PEG") access channels. The common principle in all three petitions is an essential one in order to preserve the vital purpose of PEG channels: to enable local residents to have unimpeded and non-discriminatory access to programming concerning their community, local civic, cultural and sports events, and the views and voices of their fellow local residents

The principle that should guide the Commission with respect to all three petitions is straightforward and critical: Cable operators and all other landline multichannel video programming distributors ("MVPDs") may not discriminate against PEG channels vis-à-vis local broadcast and other commercial video channels on their systems in terms of accessibility, price, viewability, functionality or signal quality. Anything less than that would give cable operators and other MVPDs the power to frustrate viewers' ability to find and watch PEG channels, defeating the entire purpose of PEG channels under the federal Cable Act.

1. PEG Programming in Montgomery County.

MCT has been engaged in meeting the community media needs of Montgomery County residents and organizations for 25 years. More than 4,500 individuals have been trained in various aspects of television production. MCT currently has more than 2,000 members of which just over 300 are currently certified or actively involved in creating local community programming for Access Montgomery, MCT's community programming service.

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Access Montgomery (AMTV) utilizes a mix of engaged volunteer residents and professional staff. Currently there are over 100 active productions. The vast majority of productions are staffed by dedicated volunteers, local residents, who have committed over ten thousand hours of volunteer service toward creating local public access programming. In FY'08, AMTV/MCT provided over \$1.4 million in market value benefit through equipment and facilities utilization, resulting in over 800 hours of original local programming. In total, combining both facility-produced and programming sponsored by local residents, AMTV/MCT cablecast over 2,752 programs resulting in over 9,564 hours of public interest programming.

MCT's channels known as Access Montgomery, present the most diverse complement of programming and the most local programming of any other television source available in the County. Programming titles and content range from the 20 year series *Montgomery Week in Review* which highlights topical and timely issues in the County, to *Afrika Plus* which curates cross-cultural content including local interviews of interest to the growing African population. It is both local and global. There are programs in more than ten different languages with topics ranging from Arts to Youth.

In an independent viewer study commissioned by MCT in the summer of 2008, 73% of residents felt that public access channels were important to our community. 41% of residents felt that public access channels added value to their cable subscription. Survey attached.

Thus, PEG programming in Montgomery County provides local residents with informational, public safety, educational, cultural and local opinion programming of uniquely local interest that they cannot obtain elsewhere.

2. The Commission Should Grant the Petitions Concerning AT&T's PEG Product (CSR-8126 & CSR-8127)

Both petitions concerning AT&T's manner of delivering PEG leave no doubt about AT&T's glaring deficiencies. AT&T's U-verse system fails to pass-through closed captioning in PEG programming, a clear violation of FCC rules. More generally, AT&T's PEG product systematically discriminates against all PEG programming compared to local broadcast and all other popular commercial programming channels on its system. In virtually every conceivable way that matters to a viewer, PEG channels are markedly inferior to all other channels on AT&T's U-verse system: Ease of finding in the channel lineup, ease of access, the time it takes to reach the channel, channel surfing, ability to record using DVR, closed captioning capability, SAP capability, and a host of other channel functionalities and qualities that all viewers have come to expect of PEG and other video channels.

Although Montgomery County is not in an area where AT&T provides local telephone service and thus is unlikely to have U-verse in the foreseeable future, permitting AT&T to treat PEG in a discriminatory fashion nevertheless poses a threat to our PEG channels. Unless the Commission makes clear that AT&T's discriminatory treatment is unacceptable, other cable operators and MVPDs, seeing an opportunity to elevate commercial channels and their other proprietary interests above PEG, are likely to eventually follow suit.

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Accordingly, to preserve PEG as envisioned in the Cable Act, the Commission should grant the petitions in CSR-8126 and CSR-8127.

3. The Dearborn Petition and Comcast's PEG Digital Channel-Slamming (CSR-8128)

Montgomery County also supports Dearborn's petition in CSR-8128. Dearborn is clearly correct that discriminatory treatment of PEG violates the Cable Act and that digitalizing PEG channels and shunting them off to the channel 900-range effectively, and impermissibly, removes PEG channels from the basic tier.

Comcast is one of the franchised cable operator in Montgomery County. While Comcast has not yet implemented the channel 900 PEG digitalization practice in our community, it almost certainly will do so eventually unless the Commission grants Dearborn's petition.

In the aforementioned viewer survey 73% of AMTV viewers tuned in to the channel through channel surfing. Clearly any technology that eliminates this source of viewer choice for our public access channels means the vast majority of viewers will not tune in, diminishing the impact and reach established to date by the existing policies that have PEG access channels reasonably available in a manner consistent with other local broadcast channels.

Conclusion.

Our PEG channels are a critical and irreplaceable resource for our community. They are the key medium of communication for our local government to communicate with residents, for local educational institutions to communicate with our residents, and for residents to communicate among themselves and to watch and participate in a dialogue about our community. In light of the decreasing amount of truly local programming available on broadcast and other commercial channels, PEG is the only full-time, genuinely local source of television programming available to our residents. At issue in these three petitions is whether this vital asset in our community is to survive. We therefore strongly urge the Commission to grant all three petitions.

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Respectfully submitted,

Richard D. Turner Executive Director

Attachment: Access Montgomery Image and Awareness Study, Hollander Cohen and McBride, 2008

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QMS Executive Interviews Access Montgomery **Awareness and Image Study**

October, 2004 August 2008

Report of Study Findings

Prepared for:



Established 1949

Access Montgomery, A service of Montgomery Community Television, Inc.

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Introduction

Background and Objectives

Access Montgomery is a service of Montgomery Community Television, Inc and is Montgomery County's only independent, non-profit organization dedicated to providing residents with diverse local programming, television production, and training resources. Access Montgomery broadcasts through cable TV on channels 19 and 21, formerly known as the Open Channel and the Montgomery Channel respectively. Access Montgomery is seeking a better understanding of its audience, viewing habits and interest in the firm's various services. Access Montgomery is also interested in its awareness among Montgomery County residents with cable subscriptions. To facilitate research, Access Montgomery commissioned a research study to be conducted by HCM Marketing Research among residents of Montgomery County. The objectives of the study are as follows:

- Assessing overall awareness of Access Montgomery among Montgomery County residents with cable subscriptions.
- Assessing the understanding and perceived value of public access television.
- What types of programs on Access Montgomery are viewers currently watching and what topics would be of interest among all cable subscribers?
- What stands in the way of choosing to watch programs on Access Montgomery?
- Assessing overall awareness of Access Montgomery services and gauging future interest among all cable subscribers.
- Determining demographic differences among cable subscribers who watch Access Montgomery, those who don't watch, and those who were unaware of the channels.

Methodology

Between June 12 and July 8, 2008 a total of 501 telephone interviews were conducted among residents of Montgomery County age 18 and older who have cable for their television reception. A total of 753 interviews were conducted to find the 501 residents who have cable TV, an incidence of 67%. Of the 501 interviews, 222 interviews were with residents who watch Access Montgomery channels 19 and 21; 145 with residents who are aware of Access Montgomery, but choose not to watch the channels and 134 with residents who were unaware of Access Montgomery prior to the interview and haven't watched the channels.

Data from the telephone interviews were captured utilizing Computer Assisted Telephone Interviewing software. Upon completion of interviewing, the data was cleaned and responses to open ended questions were reviewed and classified by category. Cross-tabulations of the data were prepared showing replies to all questions for the entire sample, as well as by multiple sub-groups. Since the cross-tabulations contain more information than can be readily assimilated, it should be regarded as the database for the study, of which this report is a summary. The cross-tabulations follow the sequence of the questionnaire, which was designed for ease of replying, but this is not necessarily the most logical order for the topics



in the report. Therefore, a copy of the questionnaire is appended and tables and graphs in the report show a question number in the questionnaire to facilitate reference to the source.

It should be noted that some subgroups have small bases of less than 30 respondents and results may only be directional as opposed to statistically significant. Small bases are noted in tables and graphs.

In order to ensure the sample of residents reached and *screened* accurately reflects the population of Montgomery County, targets were established based on several demographic criteria. As below, the proportions of those *screened* closely mirror the distribution of county residents based on U.S. Census Bureau data. The proportions of those *interviewed* with cable will differ more from the distribution of county residents. Efforts were made to balance the sample by gender and age. Factors such as the lack of a landline, the propensity of older adults to be more willing to participate in telephone studies, and adult children living in parental households contribute to a slightly less representation of young adults.

	Population*	Study Interviews	
	%	% Screened (n=753)	% Qualified, has cable (n=501)
Gender:			
Male	48%	46%	47%
Female	52%	54%	53%
	100%	100%	100%
Ethnicity/race:			
Caucasian	57%	65%	68%
African American/black	15%	15%	16%
Asian	13%	9%	6%
Hispanic/Latino	13%	7%	6%
Multi-racial	2%	4%	4%
	100%	100%	100%
Age:			
<35	26%	20%	19%
35-54	44%	40%	40%
55+	30%	40%	41%
	100%	100%	100%
Household Income:			
<\$35,000	16%	10%	7%
\$35 - \$74,999	27%	27%	25%
\$75 - \$149,999	34%	42%	46%
\$150,000+	23%	21%	22%
	100%	100%	100%

^{*} Source = 2006 American Community Survey, US Census Bureau



Executive Summary

Awareness of Montgomery County Cable Channels

Among several Montgomery County community cable channels evaluated, awareness of Access Montgomery is high, as 73% of residents with cable are familiar with the channels 19 & 21. Residents are equally as familiar with the Montgomery County Government channel (73% aware). While Access Montgomery became the name of channels 19 and 21 a couple of years ago, many residents know them by different names and awareness of these names is much lower. As often is the case with name transitions, younger residents newer to the channels are more apt to call the channels "Access Montgomery" than older residents who knew the channels by different names prior to transitions. Though there have been marketing efforts on television to raise awareness of the channels and channel guides are on TV and in the paper, residents are far more likely to learn about Access Montgomery by channel surfing than by any other means.

In 1988, Access Montgomery participated in an awareness study that showed that 66% were aware of the Montgomery Channel and 40% were aware of the Open Channel. While a total awareness of either channel is not available, it appears that awareness has grown from at least 66% to 73% in 2008. This is a modest increase, but considering that awareness is high, the source of information is primarily through channel surfing, and there has been a large growth in channels over the period, Access Montgomery has done well to maintain a high level of awareness. The level of awareness may not be as high as a major brand, but is comparable to companies that have been established for a number of years.

- When asked outright about community cable channels, residents are most aware of the Montgomery County Government channel and Access Montgomery (73% each), followed by the Montgomery County Public School channel (71%).
- Most residents know the channels by its current name, Access Montgomery or AMTV channels 19 and 21 (62%). An additional 10% of residents, not familiar with the Access Montgomery name, know the channels as Montgomery Community Television. An additional 6% of residents, not familiar with the Access Montgomery name, know the channels as the Montgomery Channel and the Open Channel. Adjusting for duplication, a total of 73% of residents know the channels by at least one of the names.
- Residents most often learned of Access Montgomery channels 19 & 21 through channel surfing (73%), followed by a distant 7% who learned though a channel guide on television, 4% through word of mouth, and 2% through a channel guide in the paper. Cable users can surf by changing stations or surfing with the channel guide, so 80% actually use some form of surfing to find Access Montgomery.

Perceptions of Open Access Channels

The concept of public access television is understood by roughly half of Montgomery County residents. Just over half of residents could offer a definition or impression that was correct or



relevant. Several residents, even those who watch the channels, incorrectly associate it with other community cable channels or with PBS. Once given a proper explanation of what public access channels are, a majority of residents feel the concept of open access channels is important to their community in order to give people an open forum to express opinions; however, not as many feel the channels add value to their cable subscription.

- Over half (55%) of residents gave a correct or relevant definition of public access television, 13% provided incorrect definitions or had false impressions and 29% could not offer a definition at all.
- Most (73%) residents feel the concept of open access channels is important to their community.
 - □ Those more likely to feel the concept is important are those who watch the channels, those with an income under \$50,000, and those of *non*-Caucasian ethnicity.
- Forty-one percent feel that open access channels add value to their cable subscription.
 - □ Those more likely to feel the channels add value to their subscription are those who watch the channels, those who feel the concept of open access channels is important to their community, those with an income under \$50,000, and those of *non*-Caucasian ethnicity.

Usage of Access Montgomery Channels

While awareness of Access Montgomery is high (73%) and exposure to watching at least a few minutes of programming over the past year is high (44%), only about half of those exposed to the stations watched for more than a few minutes (19%).

■ The most mentioned reason for *not* watching the channels at all or for only a few minutes was the lack of interest in the program's content (52%). Some claimed not to watch much television (8%), only watch certain channels (3%) or are too busy to watch television (2%). Thirteen percent said they didn't watch because they didn't know the channels existed.

Interest in the various program topics Access Montgomery offers appears to be fairly high among residents with cable, with topics related to health, community events, education, humanities and science being the most popular.

- Among thirteen programming topics evaluated by all residents with cable, interest is highest in programs related to health (75%), community events (75%), education (74%), humanities (72%) and science (70%) About two-thirds have an interest in arts discussions and performances (67%), public affairs (66%) and demonstrations and hobbies (60%). Roughly half are interested in personal growth and self-help programs (52%), local sports (51%), ethnic programming (50%) and youth-oriented programming (46%). Fewer are interested in inspirational sermons and discussions (34%).
- Just over a tenth (11%) of residents offered other programs of interest, with the most mentioned topics being local government and politics (12 mentions), independent films and commentary (7 mentions) and public service (6 mentions).



Viewer's Behavior and Preferences

About a third of viewers watch the Access Montgomery channels on a daily or weekly basis. While most find the programs conveniently broadcasted, channels are more often selected by channel surfing than by setting aside time and making a point to watch a particular program. Perhaps this spontaneous viewing behavior explains the higher preference among viewers in mixing programs for broadcasting rather than grouping them into similar categories over a block of time during a day or evening. Viewers are more conservative when discussing the review and selection process of programming. Viewers more strongly prefer that one of the channels have a review and selection process, while the other remain open with no screening prior to broadcasting, as opposed to neither channel having a review process.

- Just over half (53%) of those who watched Access Montgomery at least a few minutes over the past year do so on a monthly (19%), weekly (30%) or daily basis (4%). Overall, about 9% of county residents with cable can be considered the loyal audience for the stations. They watch AMTV daily or weekly for more than just a few minutes each time.
- Most viewers of the channels choose them by channel surfing (86%) rather than by making a point to watch a program on a certain day or time (14%).
- The most popular types of programs watched are public affairs (14%), educational topics (11%) and community topics (10%).
- Most (73%) viewers find the programs they watch conveniently available to them in terms of the day and time broadcasted.
- When asked if they prefer programming content to be grouped together into similar categories or prefer a mix of different programs over a day or evening, viewers have a stronger preference for a mix of programs (59%) than for a grouping of programs (24%) and 17% didn't have a preference.
- When asked if they prefer that channels 19 and 21 receive equal treatment in terms of being submitted and broadcasted as is or prefer that one of the channels have a review and selection process, viewers have a stronger preference for one of the channels having a review process (49%) than for equal treatment (30%) and 21% didn't have a preference.

Interest and Awareness in Access Montgomery Services

Overall awareness and usage of Access Montgomery services are both low. When probed for interest in participating in the services, interest is high relative to the level of awareness.

- One in seven (13%) residents are aware that Access Montgomery offers training in how to make a video production.
- Nine percent are aware that they can use the organization's video equipment for video projects.
- Only 1% of residents have used either service.
- About two in five residents have an interest in video production training on a PC, which entails editing, and video blogging (40%), as well as using the video production equipment at no cost (37%) and submitting their own videos to air at no cost (37%). Interest is lower with low cost training in video production (28%).



Media Capabilities and Behavior

All residents interviewed have cable, with Comcast being the leader, followed by Verizon. While not yet an industry standard, many residents have high definition programming with their cable subscription and several have chosen to watch programs in high definition over other programs not in high definition. Not as many residents have used the On Demand feature which is a service available with *digital* cable that enables the viewing of programs at the viewer's convenience. Access Montgomery channels being available On Demand was an attractive idea to over a third of residents with cable. Nearly all residents have Internet access and many have watched news, features or videos online. The idea of Access Montgomery online was an attractive idea to over a third of residents with Internet access.

- Most residents with cable subscribe to Comcast (71%), followed by Verizon (23%), RCN (4%) or some other cable provider (2%).
- Two-thirds (66%) of residents are able to watch programs in high definition and over a third of these residents (35%) said they've chosen one program over another because they could watch it in high definition.
- Over half (56%) of residents have used the On Demand feature on their cable service.
- More than a third (35%) of residents said they would watch Access Montgomery more if it were available On Demand.
- Nearly all (91%) residents have Internet access at home or at work, with most of them having a high speed connection (98%).
- Two-thirds (67%) have watched news, features and videos online.
- Over a third (35%) of residents with Internet access would watch Access Montgomery more if it were available online.

Demographic Considerations

- Residents with cable have lived in Montgomery County for quite some time, averaging 21 years. They are middle-aged, college educated and affluent. They are likely to be married with both spouses working full time. They are more likely to be of Caucasian ethnicity than of a minority ethnicity.
- There are a few differences demographically among those who watch Access Montgomery and those who were unaware of the channels prior to the interview. A higher proportion of those who watch the channels are younger, single, less affluent, work part-time, and are of African American ethnicity than those unaware of the channels.
- High definition programming capability and usage, which is an added cost to a cable subscription, increases in tandem with household income.
- As household income increases and residents' age decreases, the proportion of those who have used On Demand, have Internet access, and have watched videos online increases.



Conclusions

- Access Montgomery, channels 19 and 21, are well known channels among residents with cable subscriptions. The channels are currently known under several names, due to several name transitions. Marketing efforts promoting the name Access Montgomery have proven to be successful, as significantly more residents knew the channels by this name than by the parent company Montgomery Community Television or by the former names of Montgomery Channel 21 and Open Channel 19. Access Montgomery and the Montgomery County Government channel are the best known community cable channels.
- The concept of public access television is not largely understood, even among those who watch Access Montgomery. Many residents feel that having these channels is important to their community, but fewer, although a significant proportion, feel they add value to their cable subscription. More marketing efforts are needed to clearly define these channels and how they are beneficial to the community.
- While marketing efforts have raised awareness of the channels by name, less than a tenth of residents with cable have actually watched the channels for a considerable length of time. Viewers choose programs more by channel surfing than by making a concerted effort to watch a program at a certain time on a particular day. Since printed channel guides don't appear to be influential in program selection, advertising efforts in them should be minimal. One third (36%) of residents with digital cable feel they would watch Access Montgomery more if it was available On Demand. On Demand is something to consider as viewing habits appear spontaneous and On Demand would be a convenience.
- Since there are many different types of programs available on Access Montgomery and interest appears to be moderate to high for nearly all topics, one would think that more residents would watch the channels. The biggest barrier to watching programs is the lack of interest among residents in the content. Having programs on one of the open channels reviewed and screened prior to being broadcast, as residents prefer, may prove that selective programming is more appealing to viewers than the channel with no review or selection. The channel with a review may provide better quality programming or more interesting programming than the other channel. It would be interesting and useful to track after a change is implemented to see which channel is viewed more by residents.
- More marketing efforts are needed to promote the services offered by Access Montgomery as both awareness and usage of them are low. After learning about services, roughly two in five residents, especially those under age 55, were interested in participating in them. Other markets to pursue are residents who watch Access Montgomery and residents who feel open access channels are important to their community.
- Residents in Montgomery County with cable are predominantly middle aged, affluent and of Caucasian and African American ethnicity. Asian and Hispanic cable markets are much smaller and these two ethnic groups are more likely to have reception through a satellite dish than through cable. While the African American market is smaller than the Caucasian market, it is more supportive of Access Montgomery. African American residents are more likely than Caucasian residents to feel that open access channels are important to their community and add value to their cable subscription. They are more likely to watch the channels regularly than Caucasian residents, on at least a weekly basis. African American



viewers have more interest in most program topics than Caucasian viewers, especially with inspirational programming and are more interested in participating in all the services offered by Access Montgomery.

■ The preference for high definition programming, use of On Demand, and watching programs over the Internet are influenced more by age and income than by ethnicity.

Recommendations

- Access Montgomery has a high level of awareness, but a significantly lower proportion of a loyal audience. The focus should be on improving the content over building awareness of the stations. Mixed programming during prime periods for watching the stations and screened content to create a "Best of Access Montgomery" station seem to show the greatest promise of providing interesting content while serving the mission of public access to broadcasting.
- Secondary opportunities are encouraging in providing On Demand content, perhaps from Access Montgomery better shows and high definition programming. As most awareness is built by channel surfing, this would be a tangible change in the program guides that viewers would notice.
- The balance of programming should be considered. Content appears high in inspirational programming which garners the lowest potential interest, while content is lighter with health related programming, community events, educational, humanities, and science programming where interest is stronger.
- As awareness of all Montgomery County community channels is higher among those aware of Access Montgomery and lower among those not aware of Access Montgomery, there is a possible synergy in joining with the other local channels in joint promotions. Joint promotions may be a lower cost way of helping to maintain high awareness, but the overall strategic focus should still be on improving content to build viewer loyalty.
- As 80% of viewers become aware of the channels through surfing, either flipping channels or using the program guide on TV to scan channels, any enhancement to the on-screen program guide descriptions, the on-screen channel ID, on air promotions between shows, and even rolling information at the bottom of the screen during programs, are the most important points of promotion. The addition of high definition and/or On Demand features will enhance programming, but will also enhance awareness and promotion as another point of information for the viewer.
- The type of cable service has had an impact on awareness and usage of Access Montgomery and its programming. Comcast subscribers are more aware of the stations and watch them more than subscribers of Verizon, and RCN. The presentation of the stations by each cable provider should be reviewed to determine what Comcast is doing or providing that enhances the promotion of Access Montgomery.
- Interest in Access Montgomery programming is higher among minorities and lower income residents. Is this because of the programming content or is this a target segment to pursue more proactively? Access Montgomery could choose to continue to pursue these smaller residential segments or develop content that appeals to a broader and larger residential base through developing programs that are preferred by the broader residential base identified in this study.



Detailed Findings

Awareness of Cable Channels Available to Montgomery County

- When asked outright about community cable channels, the Montgomery County Government Channel and Montgomery County Public School Channel are the most well known channels among Montgomery County residents interviewed who have cable.
- Roughly two-thirds of residents who have cable are aware of the Montgomery College Channel and the City of Rockville Channel.
- Access Montgomery ranked 5th in awareness among the channels evaluated, with sixty-two percent of residents aware of Access Montgomery, or AMTV channels 19 and 21.

Awareness of Cable Channels Available to Montgomery County Residents

(% of 501 respondents with cable answering 'yes')

73%	Montgomery County Government Channel	Mor	
71%	Montgomery County Public School Channel	lont	N
65%	Montomery College Channel		
64%	City of Rockville Channel		
62%	ccess Montgomery, AMTV channels 19 & 21	ss	Acce
45%	Takoma Park Channel		

■ Montgomery County residents with cable, who were *unaware* of Access Montgomery before the interview, were further probed for their awareness of the corporate parent name and past used names. Over a quarter of those unaware of Access Montgomery are aware of the corporate name and 16% are aware of the former names of the channels.

Awareness of Montgomery Community Channels

(% of 192 respondents with cable, unaware of Access Montgomery answering 'yes')

Montgomery Community Television (MCT) 27%

Montgomery Channel and Open Channel, channels 21 & 19 16% (Q1Ah-i)

■ While most residents know the channels by its current name, Access Montgomery or AMTV channels 19 and 21 (62%), an additional 10% of residents not familiar with the Access Montgomery name know the channels as Montgomery Community Television and 6% know them as the Montgomery Channel and Open Channel. Adjusting for duplication, a total of 73% of residents know the channels by at least one of the names.



- Awareness of every cable channel evaluated is higher among residents aware of Access Montgomery, whether they watch the cable channels or not, than among residents who were unaware of the Access Montgomery channels.
- Residents who feel the concept of open access channels is very or somewhat important to their community are more aware of every cable channel evaluated than those who deem the concept neutral, not important or not at all important.
- Though sample is small and not statistically significant, it appears that awareness of Access Montgomery, AMTV channels 19 & 21, is higher among residents under age 25 (82%) than among older residents (61%).
- Residents age 35 and older are more aware than younger residents of the Montgomery County Government Channel (75% 35+ vs. 62% <35) and Takoma Park Channel (50% 35+ vs. 29% <35).</p>
- Awareness of Access Montgomery, AMTV 19 & 21 is higher among Caucasian (63%) and African American (69%) residents than among Asian residents (43%).
- Awareness of the City of Rockville Channel is highest among Hispanic residents than others (82% Hispanic vs. 64% others).
- Comcast subscribers are more aware of Access Montgomery than Verizon subscribers (76% vs. 62%).
- If residents are aware of Access Montgomery, they are more likely to be aware of other community channels and feel the open access channel concept is important. Those unaware of Access Montgomery are also less aware of other community channels.

Awareness of Cable Channels Available to Montgomery County Residents (% of respondents with cable)

	Access Montgomery Activity			Importance of Oper Access Ch Concept			
	Total	Aware & watch	Aware, don't watch	Were unaware	V/SW Imp.	Not Imp.	
Montgomery County Government Ch	73%	83%	82%	45%	77%	62%	
Montgomery County Public School Ch	71%	84%	73%	47%	75%	62%	
Montgomery College Channel	65%	75%	72%	40%	71%	47%	
City of Rockville Channel	64%	73%	71%	42%	67%	58%	
Access Montgomery, AMTV 19 & 21	62%	88%	78%	0%	70%	42%	
Takoma Park Channel	45%	55%	54%	18%	48%	35%	
(# of respondents)	(501)	(222)	(145)	(134)	(358)	(133)	
Additional Probe of those Unaware of Acce	ss Montgon	nery					
Montgomery Community Television	27%	89%	88%	0%	32%	21%	
Montgomery Channel & Open Channel	16%	54%	50%	0%	20%	8%	
(# of respondents)	(192)	(26)*	(32)	(134)	(108)	(77)	
Overall Awareness of Access Mont.	73%	100%	100%	0%	81%	54%	
(# of respondents)	(501)	(222)	(145)	(134)	(358)	(133)	
*Caution: small base							



Residents who were aware of Access Montgomery channels learned about them through a variety of methods. By far, residents most often learned about the channels through channel surfing (73%). Nearly a tenth (7%) learned of them through viewing/reading the channel guide on TV. Other means were mentioned with far less frequency and 11% of residents couldn't remember how they first learned about Access Montgomery.

Awareness of Access Montgomery through word of mouth was mentioned slightly more by those who actually watch the channels (5% vs. 2% don't watch) and by those who watch the channels for longer than a few minutes (9% longer vs. 3% few minutes).

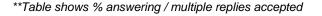
Channel surfing was the most mentioned means of becoming aware across all respondent groups. There are no significant differences in how residents learned about Access Montgomery by activity, importance of the open channel concept, age or household income.

Clearly, the most significant way of communicating information about Access Montgomery is through any enhancement to the on-screen program guide descriptions, the on-screen channel ID, on air promotions between shows, and even rolling information at the bottom of the screen during programs.

How Became Aware of Access Montgomery Channels

(% of respondents aware of Access Montgomery, Montgomery Community Television or the Montgomery Channel and the Open Channel)

		Access Mo Acti	•	Length of T	ime Watched
	Total	Aware & watch	Aware, don't watch	Few Minutes	Longer than Few
Channel surfing	73%	70%	76%	70%	69%
Channel guide on TV	7%	5%	10%	6%	4%
Word of mouth	4%	5%	2%	3%	9%
Channel guide listing in paper	2%	1%	3%	1%	2%
Through my job	1%	2%	0%	3%	1%
Read about in newspaper/article	1%	0%	2%	0%	0%
Heard about on radio/TV	1%	1%	0%	1%	2%
Chart/guide from cable company	1%	1%	1%	1%	0%
Direct experience on broadcast	1%	1%	0%	1%	1%
Other mentions	2%	3%	1%	3%	4%
Don't remember	11%	12%	9%	14%	11%
(# of respondents)	(367)	(222)	(145)	(118)	(94)





(Q. 2)

Perceptions of Public Access Channels

Roughly half of Montgomery County residents with cable understood the concept of public access channels and half do not. When asked to define 'public access television', over half (55%) of residents provided a correct or relevant definition, 13% provided incorrect definitions or had false impressions of the concept, and 29% couldn't give any definition at all.

- Those who have a better understanding of public access television are those who watch the channels (66%) and those who feel the open access channel concept is important to their community (59%), but even among these two groups, many didn't have a good understanding of public access television or couldn't offer a definition (31% & 38% respectively).
- A number of those, who were unaware of Access Montgomery channels or don't feel the open access channel concept is important, associate public access television with the Montgomery County Government Channel or PBS, but many could not offer a definition.

Respondent Definitions/Impressions of Public Access Television

(% of 501 respondents)

		Access Montgomery Activity			Importance of Open Access Ch Concept		
	Total	Aware & watch	Aware, don't watch	Were unaware	V/SW Imp.	Not Imp.	
True/Relevant Impressions:	55%	66%	56%	34%	59%	45%	
Public/amateurs can submit programming	17%	18%	18%	13%	16%	17%	
Community events/local info. broadcasts	13%	17%	11%	8%	15%	9%	
Good information/content/educational	12%	17%	9%	5%	14%	6%	
Boring programming	5%	7%	7%	2%	6%	5%	
Free station for public broadcasts	5%	5%	7%	4%	6%	5%	
Commercial-free programming	2%	1%	3%	3%	2%	4%	
Like concept and content	1%	2%	0%	0%	1%	0%	
Public service message TV	*	1%	1%	0%	1%	0%	
False Impressions:	13%	13%	10%	16%	13%	12%	
Montgomery County Government Channel	5%	6%	3%	5%	5%	5%	
Similar to PBS/donation oriented	4%	2%	4%	7%	3%	6%	
Free TV/available to all/don't need cable	3%	3%	1%	4%	3%	1%	
Montgomery county School Channel	1%	1%	1%	1%	1%	1%	
Local news channel	*	1%	0%	0%	1%	0%	
Other mentions	4%	4%	5%	2%	3%	6%	
Don't know	29%	18%	30%	47%	25%	37%	
(# of respondents)	(501)	(222)	(145)	(134)	(358)	(133)	
**Table shows % answering / multiple replies accepted		accepted	* Less than .5%			(Q. 3)	



Following are a sample of comments respondents provided to define public access television.

Those who correctly defined public access television, most often said that it is a station or channels that offer a place for amateurs to submit programming.

A public access channel allows people to submit shows that broadcast to all others. Even though we have that opportunity, not many people actually use it.

Local citizens that can go and make their own shows and broadcast them.

My exposure to public access television has been seeing different individuals present their opinions on certain events.

Where you can submit your own videos to air. I have actually used this channel to submit videos myself.

It is open and a little strange.

A number of residents correctly said the channels broadcast community events and information local to the area.

A channel that televises things that have to do with things specific to your area, like concerts, educational events, and fundraisers.

Community television that is not for profit.

Information about community affairs. Events that define the public awareness for the community.

It provides programs of local interest; interviews with people, educational and art things.

To see what is happening in the community. Shows what activities are happening in the community such as black history.

Many defined public access television as providing good and/or educational information.

TV that is done outside the mainstream. Documentaries, independent films and educational programming.

I would say that they are education-related channels, which are the only ones I really know about because my daughter watches them.

Very knowledgeable, good information on what's happening around the community.

Informative, interesting and community-minded.

Several said it is a station that offers commercial free programming.

Anything that doesn't have commercials or depends totally on public contribution for keeping it going.

Commercial free, unsolicited, programming available to all basic cable customers.

Public TV without commercials.



A few residents incorrectly associated public access television with other Montgomery County school and government cable channels.

Access to local schools and government.

A channel that helps with school closings and it helps with school traffic and other community related issues.

A window into what's going on in local government and local town activity.

Programs on political issues.

These channels inform people of what is going on: passed resolutions, changes in taxes, ordinances and updated school board meetings.

Several defined the channels similarly to PBS which is donation oriented.

Channels like cooking shows that have time set aside for making donations.

Like those PBS channels where you call in and donate money to a certain topic that they are discussing. Like on my channel 26.

Money donated by the public and alternative shows to network television.

Annoying, they are always begging for money.

Old fashioned channels like channels 22, 32 and 26, but I don't really know what it is.

Some feel the channels are free to anyone and that a cable subscription is not necessary to access them.

Television that is open for everybody.

I think it is great for people who can't afford cable.

The entire public can access it.

Something that you would not need cable to access.

Something that you can get from an antenna without using cable.

Many residents just didn't know how to define public access television at all.

It isn't well promoted. I really don't know what's on those channels on a regular basis.

I have never seen the channels, and I have never heard of that term.

I really don't know what it is.

I don't watch the channels and do not know what the channels are about.

I don't have a clue - channels that are available to the public?



Most (73%) residents interviewed feel the concept of open access channels is important to their community, including 35% who feel it is *very* important. Nearly a fifth are neutral on its importance and a tenth feel the concept is not important or not at all important to their community.

Residents who place greater importance than others on the concept of open access channels are:

Those who watch Access Montgomery channels.

Importance of Open Access Channel Concept

(% of 491 respondents)

Very important, 35% Somewhat important

38%

Not at all imp., 4%

Not imp., Neutral, 6% 17%

Q 4

- Those who watch the channels for more than a few minutes (94% vs. 84% few minutes).
- Less affluent with a household income under \$50,000.
- Hispanic (although sample is very small) and African American residents are more likely to say the concept is very important to their community than Caucasian and Asian residents.
- Though it is a small segment and findings are not statistically significant, those under age 25 (91% somewhat/very important) place greater importance on the concept than older residents (72% age 25+).

Importance of Open Access Channel Concept

(% of respondents with cable giving 4 or 5 rating)

	Overall (n=491) 38%		73%		
_	Aw are & w atch (n=220) 38%		89%		
Activity	Aw are & don't w atch (n=142)	39%	67%		
۷	Unaw are (n=129)	35%	53%		
me	<\$50k (n=67)	33%		84%	
HH Income	\$50k-\$100k (n=124)	42%	74%		
Ξ	\$100k+ (n=177)	37%	73	3%	
	Caucasian (n=312)	43%	70%		
ity	Black/African Am. (n=77)	26%		83%	
Ethnicity	Asian (n=30)*	40%		77%	
1	Latino (n=27)*	11%		81% 17	
MARKET	KETING RESEARCH (Q 4)	Somew hat important	Very important *Cautio	n: small base	

Forty-one percent of residents feel that these channels add value to their cable subscription, including 10% who feel the channels add a lot of value. A fifth feel neutral about the channels and over a third (37%) feel they provide little to no value.

Residents who are more likely than others to say public access channels add value to their cable subscription are:

■ Those who watch Access Montgomery channels.

- Those who watch Access Montgomery for longer than a few minutes (77% vs. 50% few minutes).
- Those who feel the concept of open access channels is important to their community (52% vs. 14% neutral/not important).
- Less affluent with a household income under \$50,000 (55% believe it adds value) compared to those with a higher income (39%).
- Those with a Black/African American, Asian or Hispanic racial-ethnic heritage.

Value of Open Access Channels to Cable Subscription

Value of Channels to Cable Subscription

(% of 487 respondents)

Neutral,

22%

Q 5

Not much

value, 19%

18

Some

value, 31%

No value,

18%

A lot of

value, 10%

(% of respondents with cable giving a 4 or 5 rating)

	Overall (n=487)	31%	41%	
/ity	Aware & watch (n=222)	46%		63%
Activity	Aware & don't watch (n=137)	21%	23%	
	Unaware (n=128)	17% 22	2%	
HH Income	<\$50k (n=65)	35%		55%
	\$50k-\$100k (n=125)	33%	44%	
	\$100k+ (n=175)	31%	36%	
	Caucasian (n=311)	29%	34%	
Ethnicity	Black/African Am. (n=74)	38%		58%
E	Asian (n=29)*	45%		55%
	Latino (n=27)*	37%		63%
	- · ·	Some value	A lot of value	



(Q5) *Caution: small base

Usage of Access Montgomery Channels

Over the past year, 44% of respondents with cable subscriptions said they watched programs on channels 19 or 20 for at least a few mintutes. Of those (56%) who didn't watch any programs on these channels, over a quarter knew about the channels (29%) and nearly as many said they were not aware that these channels existed (27%).

Those who are more likely than others to say they watched Access Montgomery programs in the past year are:

Watched Channels 19/21 in Past Year

(% of 501 respondents)

Watched,	
,	Didn't
44%,	watch,
(n=222)	•
	56%,
	(n=279)

Q 6

- Those who feel the concept of open access channels is important to their community (55% vs. 19% neutral/not important).
- Those who subscribe to Comcast (48%) for their cable as opposed to those who subscribe to Verizon (40%) or to RCN or some other cable provider (29%).
- African American residents are more likely to say they watched programs in the past year than Caucasian residents (60% vs. 41% Caucasian).

Among residents with cable who watched AMTV programs over the past year (44%), two in five (42%) said they watched the programs for more than just a few minutes. This translates to a fifth (19% or 94 of 501 respondents) of respondents interviewed with a cable subscription. Just over half who watched the channels said they only watched them for a few minutes and 5% weren't sure.

How Long Watched Channels

(% of 222 respondents who watched)

More than few minutes, minutes, 53%, 42%, (n=118) (n=94)

Not sure, 5%, (n=10) watched programs for more than a few minutes are:

Those more likely than others to say they

- Residents age 35 and older (46% vs. 23% < age 35).
- Those who feel the concept of open access channels is important to their community (45% vs. 24% neutral/not important).
- Those of Hispanic ethnicity (although sample is very small) (85% vs. 39% other ethnicity).



Q 6a

Of the 501 residents interviewed with cable, 79% had not watched Access Montgomery over the past year *or* had watched for only a few minutes. The most frequently mentioned reason given for not watching the channels at all or not watching for a longer period of time was the lack of interest in the program's content (52%).

Having a lack of interest in the content was the most mentioned reason across all resident groups, regardless of age, income, or ethnicity.

Just because a resident supports the concept of open access channels and feels the concept is important, it does not follow that they watch the programming. Two thirds of residents who do not watch Access Montgomery for any more than a few minutes feel the concept of public access television is important. Despite supporting the concept, half of these resident supporters do not watch Access Montgomery because they are not interested in the content. If Access Montgomery ever considers campaigns for donations, the donor base may extend beyond just the audience that watches the programs.

Reasons for Not Watching Channels At All or Only For a Few Minutes

(% of 397 respondents who haven't watch channels in past year or just watched for a few minutes)

		Access Montgomery Activity			Importance of Open Access Ch Concept	
	Total	Aware & watch	Aware, don't watch	Were unaware	V/SW Imp.	Not Imp.
Not interested in content	52%	59%	64%	31%	51%	54%
Wasn't aware channels existed	13%	0%	0%	39%	12%	14%
Don't watch much television	8%	9%	4%	10%	10%	5%
Only watch certain channels	3%	2%	2%	4%	2%	5%
No time, too busy	2%	3%	1%	2%	2%	2%
Programs look amateur	1%	3%	1%	0%	2%	0%
No program listing/guide	1%	1%	3%	0%	2%	1%
Don't stay on 1 channel too long/surfing	1%	3%	0%	0%	1%	0%
Only watch for specific content	1%	3%	0%	0%	1%	1%
Poor sound quality	1%	3%	0%	0%	1%	1%
Get information wanted then switch channel	1%	0%	1%	2%	1%	1%
Not sure what channel I was watching	1%	1%	1%	0%	*	1%
Poor resolution/clarity	1%	1%	1%	0%	*	1%
Just came across it	1%	1%	1%	0%	*	1%
Other single mentions	3%	5%	2%	2%	4%	1%
Not sure	15%	9%	23%	13%	15%	17%
(# of respondents)	(397)	(118)	(145)	(134)	(261)	(127)
**Table shows % answering / multip	le replies a	accepted	* Less tl	nan .5%		(Q. 7)



Viewers' Behavior & Preferences

Among residents (44% or 222 respondents) who said they've watched Access Montgomery channels 19 or 21 during the past year, over a third said they watch them on a daily or weekly basis (34%). A fifth watch either channel on a monthly basis and nearly half of viewers watch them less often.

Viewers who are more likely than others to watch the channels at least on a weekly basis are:

- Those who feel the concept of open access channels is important to their community (36% vs. 21% neutral/not important).
- Viewers who watch either channel for more than a few minutes (48% vs. 21% few min).
- African American viewers are more likely than Caucasian viewers to watch the channels at least weekly (45% vs. 28% Caucasian).
- As income decreases, the likelihood of watching the channels on at least a monthly basis increases (67% <\$50K to 58% \$50-\$100K to 44% \$100K+).
- Among all residents with cable, only 9% watch for more than a few minutes on at least a weekly basis and 13% on at least a monthly basis.

Most (86%) viewers of Access Montgomery channels choose them by channel surfing rather than by making a point to watch a program on a certain day and time.

Choosing Access Montgomery Channels

(% of 216 respondents who have watched channels)

Channel surf, 86%

Q10

Make point to watch, 14%

Viewers who are more likely than others to make a point to watch a program are:

- Viewers with an income of under \$50K than those more affluent (24% vs. 10% \$50K+).
- Viewers who watch the channels for more than a few minutes are twice as likely to say they make a point to watch a program on a certain day and time as those who only watch for a few minutes (20% vs. 10% few minutes).

Frequency of Watching Channels 19 or 21 (% of 216 respondents who have watched channels)

Weekly, Monthly,

30% 19%

Daily, 4%

Less often, 47%

Q 9



Recall of programs watched on the Access Montgomery channels is low. When viewers were asked to name the programs they've watched or provide the type of programs they've watched on channels 19 or 21, about half of viewers (49%) could give the program title or classify the type of program. The most frequently named programs are those relating to public affairs, education and the community.

- Older viewers age 35 and higher are more likely to watch public affairs programming than younger viewers between the ages of 25 and 35 (15% vs. 3%).
- Viewers who feel the concept of open access channels is important to their community are three times as likely to watch educational programming as others (12% vs. 4% neutral/not important).
- Less affluent viewers are less likely than those with an income of \$50K or higher to watch community related programs (3% vs. 12% \$50K+).
- Caucasian viewers are more likely than African American viewers to watch the arts (9% vs. 2%), but are less likely to watch inspirational type programs (2% vs. 11% African Am.)
- Though sample is *very* small, it appears that program recall (or providing *type* of program) is higher among viewers who subscribe to RCN or some other cable provider (89%) than among those who subscribe to Comcast (46%) or Verizon (53%).

Types of Programs on Access Montgomery Channels Watched

(% of 222 respondents who have watched channels)

Public affairs	14%	Humanities	4%
Educational	11%	Science	4%
Community	10%	Health	3%
Arts	8%	Ethnic	3%
Sports	7%	Youth	1%
Inspirational	5%	Don't know/Can't recall	51%
***************************************		(# of respondents)	(222)

^{*} multiple replies accepted

(Q11)

Most viewers (73%) said that the programs they watch are conveniently available to them in terms of the day and time they are broadcasted. Less than a tenth said the programs were not convenient to them (8%, 18 respondents) and a fifth (19%) was not sure.

- Three-quarters (76%) of viewers who feel the concept of open access channels is important to their community find the programming convenient compared to 52% of those who are neutral or place less importance on open access channels.
- Those who watch the channels for more than a few minutes find programming convenient more than those who only watch a few minutes (81% vs. 66% few minutes).

NOTE: Of the 18 viewers who said programs are inconveniently scheduled, half (9) offered comments/suggestions alternate days/times for programs. Responses are too few to be statistically significant. All comments to this question are in Appendix A of this report.



Currently, all programming is played as submitted by Montgomery County residents on channels 19 and 21. It is grouped and broadcast in similar categories, such as a block of time for sports or inspirational programming. Viewers of the channels were asked if they had a preference for programming content to be grouped together or as a mix of different programs over a day or evening. Viewers more strongly prefer that program content be mixed (59%) than to be grouped together (24%). Nearly a fifth (17%) said they didn't have a strong preference one way or the other.

There are no significant differences in preference among viewers by length of time programs

are watched, the importance placed on open channels, viewer age, or by cable provider.

- Viewers with an income under \$50K more strongly prefer a mix of different programming than those more affluent (79% vs. 60% \$50K+).
- African American (78%) and Asian (73%) viewers have a greater preference for a mix of different programming over a day or evening than Caucasian viewers (53%).

Programming Preference

(% of 217 respondents who have watched channels)

Prefer mix, 59%

No preference, 17%

Prefer grouping, 24% Q 13

Currently, programming content for channels 19 and 21 is played as submitted after being grouped into categories with no prior screening or selection. Viewers of the channels were asked if they prefer that both channels receive equal treatment with programs submitted as is or if they prefer that one of the channels have a review and selection process with content based upon community interest and quality. Viewers more strongly prefer that one of the channels have a review process (49%) than for both channels to receive equal treatment (30%). A fifth (21%) said they didn't have a strong preference one way or the other.

Review/Selection Preference

(% of 209 respondents who have watched channels)

Prefer review of 1 channel, 49%

Equal treatment, 30%

- Viewers age 25 and older prefer a review process of one channel more than younger viewers (51% vs. 23% <=24).
- Over half of Caucasian (55%) and Asian (53%) viewers prefer a review of one channel, compared to 44% of African American viewers and 23% of Hispanic viewers.

No preference, 21%

Q 14



Interest in Access Montgomery Programming and Services

As defined to study residents, Access Montgomery programming is not commerical and is submitted by Montgomery County residents. Some content is done by amateur video makers with a particular interest, opinion or hobby. Some content is produced by Access Montgomery on local events and some content is from another market that is sponsored by a resident. All respondents, whether they had *ever* watched Access Montgomery channels or not, were asked to rate their level of interest with several programming topics.

- Of the 13 programming topics evaluated, interest is highest (by roughly three-quarters of residents) with topics related to health; community events; education; humanities such as social services, local history, fashion, or business practices; and science.
- About two-thirds of residents are somewhat or very interested in public affairs, the arts, and demonstrations and hobby-oriented programming.
- There is interest among half of respondents with programs about personal growth and self help, local sports, and ethnic programming.
- Residents have the least interest in youth-oriented and inspirational programming topics.

Interest in Programming Topics

	(% of res	spondents with cab	le giving somewhat or	very interested ra	tings)	
75%	75%	74%	72%	70%	67%	66%
47%	52%	46%	51%	44%	45%	48%
Llo olth		Education	I h waa a iki a a	Caianas	A standing a consistency	Dublic officien

	Health	Community events	Education	Humanities	Science	Arts discussions/ performances	Public affairs/ commentary
(n)	(495)	(495)	(490)	(491)	(494)	(490)	(491)
	60%	52%	51%	509	%	46%	34%
	45%	34%	35%	36	%	32%	24%

Demonstrations & hobbies	Personal grow th/ self help	Local sports	Ethnic programming	Youth oriented programming	Inspirational sermons/ discussions
(489)	(490)	(496)	(494)	(494)	(492)

Very interested Somewhat interested
(Q8a-m) 24



(n)

The level of interest (somewhat & very) in topics evaluated varies among resident groups.

- Interest in *every* topic evaluated is higher among those who watch Access Montgomery than among others, especially with health and community related programming.
- For nearly half of topics evaluated, interest is much lower among Caucasian residents than among minority residents.
 - □ Though sample is small, interest in public affairs and humanities is highest among Asian residents, while interest in inspirational and ethnic programming is highest among African American residents. Asian and Hispanic residents appear to be far more interested in science related programming than others.
- Interest in inspirational programming is higher among non-Caucasian residents (64% vs. 24% Caucasian) and those with an income under \$100,000 (44% vs. 29% \$100K+).
- Residents with an income under \$50,000 are more interested than more affluent residents in health (88% vs. 74%) and personal growth (73% vs. 52%) programs.
- Those between ages 25 and 54 are more interested than older residents in programming about community events (82% vs. 68%), hobbies and demonstrations (68% vs. 50%), youth topics (59% vs. 31%), local sports (58% vs. 44%), and ethnic topics (58% vs. 41%).
- Though a small group and not statistically significant, those under age 25 are most interested in humanities programming (86%) and least interested in youth oriented (50%) and inspirational programming (36%).
- Those who think the open access channel concept is important to the community have greater interest in *every* topic than those who place little to no importance on the concept.

Interest in Programming Topics

(% of respondents with cable giving somewhat or very interested ratings)

		Access Montgomery Activity						
	Total	Aware & watch	Aware, don't watch	Were unaware	Cauca- sian	African Amer.	Asian	Hispan -ic
Health	75%	88%	60%	70%	71%	92%	93%	89%
Community events	75%	88%	62%	67%	73%	87%	79%	73%
Education	74%	86%	62%	67%	70%	84%	83%	89%
Humanities (soc srvcs, history, fashion)	72%	87%	59%	59%	69%	82%	93%	77%
Science	70%	82%	62%	59%	69%	70%	86%	89%
Arts discussions/ performances	67%	81%	58%	52%	65%	71%	83%	59%
Public affairs/ commentary	66%	82%	51%	57%	62%	77%	90%	67%
Demonstrations & hobby oriented prog.	60%	73%	51%	48%	56%	74%	69%	74%
Personal growth/ self help	52%	64%	39%	45%	44%	73%	69%	69%
Local sports	51%	62%	44%	41%	49%	57%	64%	63%
Ethnic programming	50%	69%	39%	31%	40%	83%	79%	59%
Youth oriented programming	46%	58%	33%	40%	40%	70%	69%	67%
Inspirational sermons/ discussions	34%	48%	21%	27%	24%	75%	48%	52%
(# of respondents)	(495)	(221)	(144)	(131)	(317)	(77)	(29)*	(27)*

^{**}Table shows % answering / multiple replies accepted

(Q. 8 a-m)



^{*} Caution: small base

Just over a tenth (11%) of residents with cable named some areas, not previously evaluated, they thought might be of interest. The most named topics include local government and politics (12 mentions), followed by independent films (7 mentions) and public service programs (6 mentions). Most residents (89%) did not volunteer other areas of interest.

Other Programming Areas of Interest

(# of respondents answering)

Local government/politics	12	Local/community news	3
Independent films/commentary	7	Religious programming	2
Public service (traffic, school closing, emergency)	6	Fishing/camping/outdoor sports	2
Nature/outdoors/animals/pets	5	Local personalities/biographies	2
Entertainment/variety show	4	Other	10
Local dining/business marketing	4		
		(# of respondents)	(53)

^{*} multiple replies accepted

(Q8AA)

Awareness and usage of the services Access Montgomery offers is very low. One in seven residents were aware that Access Montgomery offers training on how to make a video production and fewer were aware that they can use video equipment for their own video projects. Roughly 1% of residents (or 3 respondents) have ever used either service.

- Those who feel open access channels are important were more aware of the training offered for video production than those placing little to no importance on the concept.
- More residents over age 34 knew about the training in how to make a video production than younger residents (15% vs. 4% <35).

Awareness and Usage of Access Montgomery Services

(% of 501 respondents answering "yes, aware")

		Acces	s Montgomery	Importance of Open Access Ch Concept			
	Total	Aware & watch	Aware, don't watch	Were unaware	V/SW Imp.	Not Imp.	
Offers training in how to make a video production	13%	19%	12%	5%	15%	8%	
Can use Access Montgomery's video equipment for video projects	9%	12%	8%	3%	10%	6%	
Have used either service	1%	1%	0%	1%	1%	1%	
(# of respondents)	(501)	(222)	(145)	(134)	(358)	(133)	
						(Q. 15a-c)	



Interest in participating in the various services offered by Access Montgomery is high relative to the level of awareness. About two in five expressed an interest in using Access Montgomery's video production equipment at no cost, submitting their own videos to air at no cost and in video production training on a PC. Over a quarter are interested in receiving training in video production at a low cost.

- More of those who watch Access Montgomery channels expressed a greater interest in all the services than those who don't watch or were unaware of Access Montgomery.
- Interest for all services is higher among those who feel open access channels are important to their community than others.
- Residents of African American ethnicity are more interested than Caucasian residents in all four services offered; low cost training in video production (43% vs. 24%), video production equipment available for use at no cost (49% vs. 35%), video production training on a PC (50% vs. 37%), and being able to submit videos to air (52% vs. 34%).
- Residents under age 55 are more interested than older residents in all services; using video production equipment at no cost (48 % vs. 26%), video production training on a PC (51% vs. 26%), being able to submit a video to air at no cost (49% vs. 22%), and low cost training in video production (35% vs. 19%).

Interest in Access Montgomery Services

(% of 501 respondents answering "yes')

		Acces	Access Montgomery Activity Importance of Op Access Ch Conce				
	Total	Aware & watch	Aware, don't watch	Were unaware	V/SW Imp.	Not Imp.	
Video production training on a PC (editing, video blogging)*	40%	53%	30%	28%	47%	23%	
Video production equipment available for resident use at no cost	37%	51%	28%	25%	44%	22%	
Being able to submit your own video to air at not cost	37%	51%	25%	28%	45%	19%	
Low cost training in video production	28%	41%	18%	17%	34%	14%	
(# of respondents)	(501)	(222)	(145)	(134)	(358)	(133)	
						(Q. 18a-d)	

^{*} Initial phrasing was 'PC computer training' and was changed during the study.



Media Capabilities and Behavior

Comcast, by far, is the most named cable provider among Montgomery County residents interviewed. About a guarter subscribe to Verizon, 4% to RCN and 2% to some other cable provider.

Comcast,

71%

While Comcast is the most used provider across all resident groups, there are notable differences with other cable providers:

- Residents age 55 and older are more likely to use Verizon as their cable provider than younger residents (32% vs. 18%).
- Those who weren't aware of Access Montgomery prior to the interview are knew of the channels (33% vs. 20%).
- Caucasian residents are more likely than
- Verizon, more likely to use Verizon than those who 23% Other, 2% RCN, 4%
- African American residents to subscribe to Verizon (26% vs. 10%).
- With their current cable subscription, two-thirds of residents can watch programming in high definition.
 - Of those with HD capability, more than a third (35%) said they have picked particular programming over other programs just because they could view it in high definition.
- The cable On Demand feature has been used by just over half of residents to select a free movie or program.
- More than a third said they would watch Access Montgomery more if it were available through On Demand.

Cable Capabilities & Behavior

Cable Provider (% of 501 respondents)

(% of respondents answering 'yes') 66% 56%

35% 36%

Ever pick programming just because it is HD over other programs that are not

Can watch HD Ever use On Demand Would watch Access programming with cable feature Mont. More if available On subscription (469)(499)



(305)

Demand

(445)

Q 19

There are a few notable differences in capabilities and preferences among the resident groups.

- The likelihood of having high definition programming, having picked a high definition program over others, and having used the On Demand feature increases in tandem with household income. The same trend does not apply to the likelihood of watching Access Montgomery more if it was available On Demand.
- Younger residents under age 55 are more likely than older residents to have picked a high definition program over others, to have used the On Demand feature, and to say they would watch Access Montgomery more if it was an On Demand feature.
- More Verizon cable customers (77%) have high definition programming than customers of Comcast (63%) or some other cable provider (59%). Comcast cable customers are more likely than others to say they have picked high definition programming over others (39% vs. 28%), have used On Demand (59% vs. 51%), and would watch Access Montgomery more if it was an On Demand feature (39% vs. 25%).
- Those who currently watch Access Montgomery are more likely than others to say they would watch Access Montgomery more if it was an On Demand feature (46% vs. 28%).

Cable Capabilities and Behavior

(% of respondents answering "yes')

		Income		Age		ge		
	Total	<\$50k	\$50k- \$100k	\$100k+	<=24	25-34	35-54	55+
Can watch high definition programming with cable subscription	66%	58%	67%	73%	55%	70%	67%	64%
(# of respondents)	(469)	(62)	(121)	(172)	(20)*	(67)	(180)	(182)
Have picked programming just because it is in HD over other programs that are not	35%	26%	33%	45%	36%	48%	45%	24%
(# of respondents)	(305)	(35)	(80)	(126)	(11)*	(46)	(120)	(116)
Ever use On Demand feature to select a free movie or program	56%	49%	51%	63%	77%	79%	59%	44%
(# of respondents)	(499)	(68)	(127)	(178)	(22)*	(68)	(188)	(198)
Would choose to watch Access Montgomery more if was available On Demand	36%	40%	34%	43%	46%	53%	41%	27%
(# of respondents)	(445)	(65)	(116)	(157)	(22)*	(61)	(167)	(174)

*Caution: small base



(Q. 20-23)

- Nearly all (91%) Montgomery County residents interviewed have Internet access either at home or at work.
 - As anticipated, younger and more affluent residents are more likely to have Internet access than those older than age 54 and less affluent with an income under \$50,000.
- Nearly all (98%) residents with Internet access have a high speed connection.
- Two-thirds (67%) of residents with Internet access said they have watched news, features and other types of videos over the Internet.
 - ☐ The likelihood of having watched news, features and videos online increases as age decreases.
 - ☐ Those with an income of \$100K or more are more likely to say they've watched news, features and other videos than those less affluent.
 - ☐ More residents who watch Access Montgomery on television have watched news, features and videos over the Internet than others (73% vs. 61%).
- Over a third (35%) of residents with Internet access said they would watch Access Montgomery more if it were available over the Internet.
 - ☐ The likelihood of watching Access Montgomery if it were available online increases in tandem with household income and also increases as age decreases.
 - □ Those who watch Access Montgomery are more likely to watch it online than those who don't currently watch or were unaware of the channels (45% vs. 26%).

Internet Capabilities and Behavior

(% of respondents answering "yes")

		Income			A	ge	•	
	Total	<\$50k	\$50k- \$100k	\$100k+	<=24	25-34	35-54	55+
Have Internet access at home/work	91%	69%	91%	99%	96%	99%	97%	83%
(# of respondents)	(501)	(68)	(127)	(179)	(22)*	(68)	(189)	(198)
Have a high speed connection	98%	98%	98%	99%	100%	100%	99%	96%
Have a dial up connection	2%	2%	2%	1%	0%	0%	1%	4%
(# of respondents)	(449)	(45)	(116)	(178)	(21)*	(67)	(183)	(161)
Have watch news, features, videos	67%	62%	60%	76%	91%	81%	71%	56%
(# of respondents)	(454)	(47)	(116)	(178)	(21)*	(67)	(183)	(165)
Would choose to watch Access Montgomery more if was available online	35%	27%	32%	42%	53%	45%	38%	25%
(# of respondents)	(413)	(45)	(106)	(161)	(19)*	(62)	(166)	(151)
		*C	aution: sma	all base				(Q. 24-26)



Respondent Demographic Profile

Overall, residents of Montgomery County interviewed who have cable:

- Have lived in Montgomery County for a number of years, averaging 21 years.
- Are middle-aged (mean age of 51) and married (62%).
- Are employed full-time (63%) and if married, have a spouse who works full-time (69%).
- Live in a household with 3 people (2.8 mean), but unlikely to have dependent children at home (59% have no children at home).
- Are educated with three-quarters having at least a college education (74%).
- Are affluent, with a median household income of \$98.6K, with nearly half (49%) of respondents having an income of \$100,000 or more.
- Are more likely to be Caucasian (68%) than African American (16%), Asian (6%) or Hispanic (6%).

Comparing Those Aware of Access Montgomery Who Watch versus Those Aware but Don't Watch and Those Who were Unaware of Access Montgomery.

Compared to those who were unaware of Access Montgomery prior to being interviewed and those who are aware of the channels, but don't watch the channels, those who watch Access Montgomery:

- Are middle-aged (mean age of 49), but slightly younger than others (mean age 52 unaware of channels or haven't watched them), with a slightly higher proportion of respondents under age 25 (6%) than those unaware of Access Montgomery (2%).
- Are likely to be married (59%), but have a *slightly* higher proportion of single respondents (27%) than those who don't watch the channels (22%) or were unaware of them (19%).
- Are as likely as others to be employed full-time and if married, have a spouse who works full-time, but are about three times as likely to work part-time as those who were unaware of the channels (11% vs. 4%).
- Are educated with 70% having at least a college education, but are less college educated than those who were unaware of Access Montgomery (79% at least a college education).
- Are affluent, with a median household income of \$95.3K, lower than those who choose not to watch the channels (\$106.3K) and slightly lower than those who were unaware of the channels (\$98.0k).
- Are likely to be Caucasian (61%), but have a higher proportion of those who are African American (21%) than those who don't watch channels 19 or 21 (11%) or were unaware of them (14%).



Respondent Demographic Profile (% of respondents who have cable)

Access Montgomery Activity

	Total	Aware & watch	Aware, don't watch	Were unaware
Resident of Montgomery County:	222/	222/	0.407	2.40/
<8 years	22%	22%	21%	24%
8 - 19 years	29%	31%	25%	30%
20-30 years	26%	26%	27%	22%
30+ years	23%	21%	27%	24%
	100%	100%	100%	100%
(# of respondents)	(495)	(222)	(143)	(130)
Mean years	21	20	22	21
Age:				
<=24	5%	6%	5%	2%
25 – 34	14%	14%	12%	16%
35 – 54	40%	42%	39%	37%
55 or older	41%	38%	44%	45%
	100%	100%	100%	100%
(# of respondents)	(477)	(213)	(137)	(127)
Mean age	[`] 51	`49 [^]	`52 [´]	`52 [´]
Marital Status:				
Married/partnered	62%	59%	65%	64%
Single	24%	27%	22%	19%
Widowed	8%	7%	8%	12%
Divorced/Separated	6%	7 % 7%	5%	5%
Divorced/Separated	100%	100%	100%	100%
(# of respondents)	(486)	(219)	(138)	(129)
,	(400)	(213)	(130)	(123)
Spouse Employment:	000/	000/	000/	700/
Employed Full time	69%	68%	60%	79%
Employed Part time	9%	11%	14%	2%
Full time student	1%	2%	0%	0%
Not currently employed	8%	6%	10%	9%
Retired	13%	13%	16%	10%
	100%	100%	100%	100%
(# of respondents)	(295)	(126)	(87)	(82)
Respondent Employment:				
Employed Full time	63%	64%	63%	62%
Employed Part time	9%	11%	9%	4%
Full time student	3%	3%	5%	2%
Not currently employed	7%	8%	4%	9%
Retired	18%	14%	19%	23%
	100%	100%	100%	100%
(# of respondents)	(486)	(218)	(139)	(129)



Respondent Demographic Profile (% of respondents who have cable)

	(Access	Montgomery A	Activity
		Total	Aware & watch	Aware, don't watch	Were unaware
Annual Household Income:	<\$50,000	16%	18%	15%	14%
	\$50,000 - 100,000	35%	35%	32%	38%
	\$100,000 - \$150,000	27%	29%	28%	22%
	Over \$150,000	22%	18%	25%	26%
	C (C (C (C (C (C (C (C (C (C (100%	100%	100%	100%
(# of respor	ndents)	(366)	(175)	(99)	(92)
Median househ	•	\$98.6k	\$95.3K	\$106.3K	\$98.0K
Education:	Less than high school	2%	2%	2%	1%
	High school graduate	11%	12%	12%	10%
	Some college	13%	16%	9%	10%
	College graduate	38%	31%	47%	40%
	Post graduate work	36%	39%	30%	39%
	-	100%	100%	100%	100%
(# of respor	ndents)	(489)	(221)	(142)	(126)
Respondent Ethnic Heritage:	Caucasian	68%	61%	80%	67%
	Black or African American	16%	21%	11%	14%
	Asian	6%	7%	1%	10%
	Latino/Hispanic	6%	6%	4%	7%
	Multi-racial	4%	5%	4%	2%
		100%	100%	100%	100%
(# of respor	ndents)	(471)	(215)	(133)	(123)
#r of People in Household:	1	21%	20%	21%	22%
	2	30%	29%	34%	29%
	3	19%	20%	18%	16%
	4 or more	30%	31%	27%	33%
		100%	100%	100%	100%
(# of respor	ndents)	(485)	(221)	(136)	(128)
Mean HH		2.8	2.8	2.7	2.8
# of Dependent Children:	None	59%	58%	61%	57%
	1	15%	14%	17%	16%
	2	17%	18%	14%	18%
	3 or more	9%	10%	8%	9%
		100%	100%	100%	100%
(# of respor	ndents)	(485)	(221)	(136)	(128)
Gender:	Male	47%	53%	50%	34%
	Female	53%	47%	50%	66%
		100%	100%	100%	100%
(# of respor	ndents)	(501)	(222)	(145)	(134)

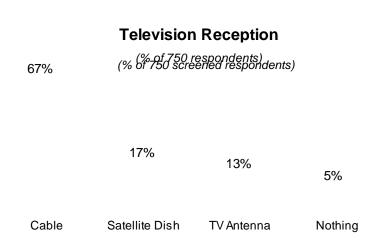


Comparing Respondents with & without Cable

Among all 753 residents who were *screened* to see if they qualified for the interview, cable is, by far, the most used means of receiving television reception in Montgomery County. Residents were nearly equally as likely to say they have a satellite dish as a TV antenna. Just 5% of residents said they don't have anything hooked up to their TV for reception.

While cable is the most used means across all resident groups, there are notable differences among satellite dish users:

- Asian (25%) and Hispanic (36%) residents are more likely to have a satellite dish than Caucasian (14%) and African American residents (13%).
- Residents between the ages of 25 and 54 (22%) are twice as likely to have a satellite dish as younger (12%) or older (11%) residents.



Demographically, there are some notable differences among cable subscribers and non-cable subscribers:

- There are no significant differences in age among cable and non-cable subscibers in Montgomery County. The mean age is 51 among cable subscribers and 49 among non-cable subscribers.
- Cable subscribers are more affluent than non-cable subscribers (\$98.6K vs. \$79.3K).
- Caucasian and African American Montgomery County residents are slightly more likely to be cable subscribers than non-cable subscribers (using a statellite dish, antenna or nothing), while conversely, Asian and Hispanic residents are more likely to be non-cable subscribers than cable subscribers.



Demographics of Respondents with & without Cable (% of753 screened respondents)

	Total	Doesn't have cable	Has cable
Age:			
<=24	5%	5%	5%
25 – 34	15%	18%	14%
35 – 54	40%	41%	40%
55 or older	40%	36%	41%
	100%	100%	100%
(# of respondents)	(702)	(225)	(477)
Mean age	50	49	51
Annual Household Income:			
<\$50,000	19%	24%	16%
\$50,000 - \$100,000	36%	40%	35%
\$100,000 - \$150,000	23%	16%	27%
Over \$150,000	22%	20%	22%
	100%	100%	100%
(# of respondents)	(519)	(153)	(366)
Median household income	\$93.4k	\$79.3k	\$98.6k
Racial/Ethnic Heritage of Respondent:			
Caucasian	66%	61%	68%
Black or African American	15%	11%	16%
Asian	9%	14%	6%
Latino/Hispanic	7%	10%	6%
Multi-racial	3%	4%	4%
	100%	100%	100%
(# of respondents)	(695)	(224)	(471)
Gender:			
Male	46%	44%	47%
Female	54%	56%	53%
	100%	100%	100%
(# of respondents)	(753)	(252)	(501)



Appendix

Verbatim Responses Survey Instrument



Appendix A

Verbatim Responses to Q12b: (After being asked if programs of interest were conveniently scheduled) What are the names or types of these programs and when would you prefer to see them?

Comments are shown below with the ethnicity of the respondent

Black History. I surf and if I see them, I watch them.	African American
Ethnic and arts on weekends.	Refused
Government, ethnic and cultural programs in the evening.	African American
Haiti/African hour; I would like to view these programs after 5pm.	Hispanic
I like science programs and they are always on in the morning, so they should be on more in the evening when most people have time to watch them.	Caucasian
I would like to see community events televised during prime time hours.	Caucasian
News programs in the morning or evening.	Multi-racial
The spelling bees and educational topics.	African American
Exercise, self help programs, ethnic, and youth programs between 8 - 10pm.	African American

Appendix B – Survey Instrument

HCM Marketing Research 22 West Rd. Ste. 301 Towson, Md. 21204 410-337-2121 6/08 #7826 ACCESS MONTGOMERY FINAL

SAMPLE#
Hello, I'm {NAME} of HCM Research an independent opinion research firm. First, let me say we are not selling anything. We're conducting a survey with Montgomery County residents to learn more about TV channels available to them and we would like to obtain the opinions of this household. [IF NECESSARY ADD: Your opinion will be held in confidence.] [IF NOT A MONTGOMERY COUNTY RESIDENT THANK AND CHOOSE DISPOSITION NOT A MONTGOMERY COUNTY RESIDENT]
If respondent speaks Spanish say: I am sorry, I do not speak Spanish, but we will call you again soon with someone who does speak Spanish. Thank you. Good night/day.

SCREENS A-D

A. Does your household television get reception through cable, satellite dish or a TV antenna? (MULTI-ANSWER)

-1 CABLE

-2 SATELLITE DISH

-3 TV ANTENNA

-4 NONE

[IF ANSWER IN A. IS NOT CABLE THEN GO TO DEMOS (Q.B) FOR A SHORT COMPLETED SURVEY]

- B. [ONLY IF SPEAKING TO FEMALE] Because we are trying to get an equal representation of county residents, is there a male household member age 18 or older that is available for me to speak with?
 - -1 MALE ALREADY ON PHONE [ASK C]
 - -2 YES \rightarrow GO TO INTRO
 - -3 NO \rightarrow [ASK C]
 - \bullet RF \rightarrow [ASK C]
- C. Are you age 18 or older? -1 YES -2 NO→Ca. Is there someone who is age 18 or older that I may speak with?
 - -1 YES→GO TO INTRO
 - -2 NO, NOT AVAILABLE -> SCHEDULE CALL-BACK TIME
 - O DK/REF→ THANK AND TERMINATE
- D. On most days, about how many hours of television do you watch?

_____ HRS PER DAY **IF ZERO**, **Da**. Is there another adult age 18 or older that watches more?

TV that I may speak with?

- -1 YES→GO TO INTRO
- -2 NO, NOT AVAILABLE→SCHEDULE A CALL-BACK TIME
- -3 NO, NO ONE ELSE→ THANK AND TERMINATE
- ODK/REF→ THANK AND TERMINATE

TIME	BEGUN					
1.	Cable offers many different types of channels, such as well as some channels that are only available to cable system carries[ROTATE]		•	•	•	
[ASK 1a.	a. the Montgomery county government channel b. the Montgomery College channel c. the City of Rockville channel d. the Takoma Park channel e. the Access Montgomery, or AMTV channels 19 & 2 f. the Montgomery County public schools channel IF Q1E=NO OR DK] Are you aware of: h. Montgomery Community Television (MCT) i. the Montgomery Channel and Open channel channel		-YES -YES -YES -YES -YES	-NO -NO -NO -NO -NO	-DK -DK -DK - DK -DK	
LVCIN	i. the Montgomery Channel and Open channel, channel	neis 21 & 19	-YES	-NO	-DK	
2.	Access Montgomery includes AMTV channels 19 and 21. It can also be known as Montgomery Commu Television, the Montgomery Channel or the Open channel. How did you learn about or become aware of Access Montgomery channels? O1 CHANNEL SURFING O2 READ ABOUT IN NEWSPAPER/ARTICLE O3 HEARD ABOUT ON RADIO/TV O4 WORD OF MOUTH ON TO THER SPECIFY ON TO THER SPECIFY ON THE MEMBER CALL] How would you define public access television? [PROBE, WHAT IS IT?]					
4.	Access Montgomery, channels 19 and 21 are public including local events, public affairs, and inspiration commercial programming created or sponsored by views and share information about issues and area	olic access chal programs	nannels that to name a for residents t	air community ew. These cha hat enable the	related programs	
	How important do you feel the concept of open acc -5 Very important -4 Somewhat important			ommunity, wou	ld you say? lot at all important	
5.	How much value do these channels add to your cal -5 A lot of value -4 Some value	ble subscription -3 Neutral	•	ou say? uch value -1 l	No value	
6.	During the past year, have you watched any programinutes? -1 YES -> Q6a. Was it only for a few minutes or		·	•		
	-2 NO -3 DK	ioi a iorigei į		5: 11 EVV 2	LONGER ODR	
-	IF Q6 = NO OR DK OR Q6A FEW]					
7.	Why is that? [DO NOT READ] -01 NOT INTERESTED IN CONTENT -02 PROGRAMS LOOK AMATEUR -03 POOR RESOLUTION/CLARITY	-05 OTHER -06 DON'T F	KNOW/NOT		TED.	

-08 NO PROGRAM LISTING/GUIDE

-04 POOR SOUND QUALITY

8. Access Montgomery programming content is not commercial and is submitted by Montgomery County residents. Some content is done by amateur video makers with a particular interest, opinion, or hobby. Some content is produced by Access Montgomery on local events and some content is from another market that is sponsored by a resident. Which of the following types of programming content, local to Montgomery County, would you be very interested, somewhat interested or not interested in seeing? Programming content that involves:

[ROTATE]	VERY INT	SMWHT INT	NOT INT
a. Arts related discussions or performances	-3	-2	-1
b. Community events	-3	-2	-1
c. Inspirational sermons or discussions	-3	-2	-1
d. Ethnic oriented programming	-3	-2	-1
e. Public Affairs and commentary	-3	-2	-1
f. Local sports	-3	-2	-1
g. Health related topics	-3	-2	-1
h. Science related topics	-3	-2	-1
Youth oriented programming	-3	-2	-1
j. Demonstrations and hobby oriented programming	-3	-2	-1
k. Personal growth and self-help topics	-3	-2	-1
I. Humanities programming such as social services,			
local history, fashion or business practices	-3	-2	-1
m. Educational related programming	-3	-2	-1

Q8a. Are there any other areas of interest to you that were not named? ______

[VIEWERS ONLY SECTION, Q6=YES]

9.	How frequently	do you watch progra	ms on Access Montgome	ery Channels, 19 or 21?
----	----------------	---------------------	-----------------------	-------------------------

-1 DAILY -2 WEEKLY -3 MONTHLY -4 LESS OFTEN

10. When you watch programs on these channels, do you typically choose them by channel surfing or do you make a point to watch a program on a certain day and time?

-1 SURFING -2 SCHEDULED

11. Do you recall the names or types of programs on the Access Montgomery channels that you've watched?

12. Are the programs on these channels you are interested in conveniently available to you in terms of day and time?

-1 YES -2 NO→ 12b. What are the names (or types) of these programs and when would you prefer to see them?

13.	Currently all programming is played as submitted by county residents on channels 19 and 21. It is groupe and broadcast in similar categories, like a block of time for sports or inspirational programming. Do yo generally prefer programming content be grouped together or would you like to see a mix of differe programs over a day or evening?						
	-1 GROUPED		-2 A MIX		-3 NO	PREFERENCE	
14.	Currently, programming corcategories with no prior scr with programs submitted as process with content based	eening or selects is or would yo	tion. Do you prefer ou prefer that one o	that both chan If the channels	nels receive e	equal treatment	
	-1 BOTH EQUAL TREAT	MENT	-2 ONE AS IS, ONE S	ELECTIVE	-3 NO PREFE	RENCE	
[ASK	ALL]						
15.	Access Montgomery offers s a. Did you know Access Mor make a video production?	ntgomery offers		[]	-1 YES	-2 NO	
	b. Are you aware that you ca video equipment for your	video projects?			-1 YES	-2 NO	
	c. Have you ever used either	of these service	es?		-1 YES	-2 NO	
16 & 1	7 RENUMBERED						
18.	Which of the following services would be of interest to you? [ROTATE] a Low cost training in video production b Video production equipment available for resident use at no cost c. Video production training on a PC (editing, video blogging) d Being able to submit your own video to air at no cost -1 YES						
Now,	l have a few questions abou	ıt your cable sı	ubscription.				
19.	Who is your cable provider? -1 COMCAST	-2 VERIZON	-3 RCN	-4 OTHER			
20.	Can you watch high definitio	n programming -2 NO →[SKIF	•	ble subscription?	?		
21.	Do you ever pick programmi -1 YES	ng just because -2 NO	it is in high definition	n over other pro	grams that are	not?	
22.	When watching TV, do you e	ever use the cab -2 NO	ole On Demand featu	ure to select a fre	ee movie or pr	ogram?	
23.	Would you choose to watch -1 YES	Access Montgo -2 NO	mery more if it was a	available on On I	Demand?		
24.	Do you have Internet access -1 YES	either at home of the control of th					

25.	Do you access the Internet through a -1 HIGH SPEED	a high speed connection or a d -2 DIAL UP	lial-up connection?				
26.	a. Do you ever watch news, features over the Internet?	, or other types of videos	-1 YES	-2 NO			
	b Would you watch Access Montgor if it was available over the Interne		-1 YES	-2 NO			
confic	OS] y, I have just a few questions dential and will never be identified hose of other survey participants.						
[ASK A.	ONLY IF HAVE CABLE FROM SCR How many years have you lived in M						
[ASK . B.	ALL] In what year were you born?						
[ASK C.	Q.C THROUGH Q.H ONLY IF HAVE What is the last grade of school you -1 LESS THAN HIGH SCHO -2 HIGH SCHOOL GRADUA -3 SOME COLLEGE	have had the opportunity to co OOL -4 COLLEGE	•				
D.	What is your marital status?						
	-1 MARRIED -2 PARTNERED	\ -3 DIV./SEP4 \ S h	WIDOWED -5 S	SINGLE -6DK/REF			
E.	Is your spouse (partner): -1 employed full-time, -2 part-time, -3 a full time student,	-4 not currer -5 or retired' -6 DK/REF	ntly employed ?				
F.	Are you yourself: -1 employed full-time, -2 part-time, -3 a full time student,	-4 not currer -5 or retired' -6 DK/REF	ntly employed ?				
G.	Including yourself, how many total	household members are there	e?[IF 1	, SKIP TO Q. I]			
H.	How many dependent children does that include?						

[ASK /				NT ON] heritage							
		-1 Ca	ucasian	١,	-2 Black or African America			ı, -3 Asian,			
									6 MULTI-RACIAL		
J.	And la	stly, is t	the tota	l annual incom	e of your house	ehold ov	er \$50,0	000 or un	der \$50,00	00?	
	-2	OVER	\$50,00	0		-3	UNDE	R \$50,000	0		REF/DK
		Jb.	IF OVI	ER \$50,000: Is	it	Jc.	IF UNI	DER \$50,	000: Is it		
			-2	\$50,000 - \$74	1,999		-2	\$35,000	- \$50,000		
			-3	\$75,000 - \$99	9,999		-3	\$25,000	- \$34,999	,	
			-4	\$100,000 - \$1	150,000		-4	\$15,000	- \$24,999	,	
			-5	Or, over \$150),000?		-5	Or, unde	er \$15,000°	?	
				REF/DK					REF/DK		
K.	GEND	ER:	-1 MA	LE -2 FE	MALE						
L. SURVEY CONDUCTED IN: -1 ENGLISH -2 SPANISH											
[VERIFY]And I dialed Is that correct? [PHONE NUMBER]											
My nar Holland	ne is _ der Coh	en & M	cBride.	That's all the	questions I have	and thi	s survey k you fo	y is being or taking th	conducted ne time to s	d by the speak w	e research firm of vith me.
TIME E	NDED:	:									
CONF	CONFIRM RESP. NAME: PHONE NO										

INTVR._____

DATE:_____